



National Research University Higher School of Economics (HSE)

Curriculum  
 Field of study 38.03.02 Management  
 Educational Programme "Marketing and Market Analytics"  
 Implementing unit: Graduate School of Business, HSE -  
 Moscow  
 1 st, 2022/2023 academic year

APPROVED  
 20.05.2022  
 Vice Rector  
 ROSHCHIN S.Y.  
 Signed with EDS

Length of Programme: 4 years  
 Years of Study: 2022/2023 - 2025/2026  
 Mode of Study: Full Time  
 Degree: Bachelor's degree

Block Code	Course	Subject type	Department	Credits	Total Academic Hours	Contact Hours	Allocation of Contact Hours				Additional Information
							1	2	3	4	
<b>Degree Programme</b>				<b>60,00</b>	<b>2 480</b>	<b>819</b>	<b>218</b>	<b>198</b>	<b>194</b>	<b>211</b>	
<b>Data Culture</b>						<b>3</b>				<b>3</b>	
1	Independent Digital Literacy Test	C	Center for Support and Monitoring of Degree Programs			3				3A	
<b>Major</b>				<b>46,00</b>	<b>1 748</b>	<b>592</b>	<b>138</b>	<b>128</b>	<b>158</b>	<b>168</b>	
<b>Core Professional Block (Major)</b>				<b>34,00</b>	<b>1 292</b>	<b>494</b>	<b>118</b>	<b>88</b>	<b>120</b>	<b>168</b>	
<b>Subject Areas</b>				<b>34,00</b>	<b>1 292</b>	<b>494</b>	<b>118</b>	<b>88</b>	<b>120</b>	<b>168</b>	
1	Business Statistics	C	Department of Statistics and Data Analysis	3,00	114	48				48A	
2	Macroeconomics	C	Department of Theoretical Economics	5,00	190	80			40	40A	
3	Marketing	C	департамент маркетинга	4,00	152	48			24	24A	
4	Mathematics	C	Department of Higher Mathematics	6,00	228	96	48	48A			
5	Management: Concepts and Technologies of the 21st Century	C	департамент стратегического и международного менеджмента	4,00	152	48			24	24A	
6	Microeconomics	C	Department of Theoretical Economics	5,00	190	80	40	40A			
7	Probability Theory and Mathematical Statistics	C	Department of Higher Mathematics	4,00	152	64			32	32A	
8	Business Ethics and CSR	C	департамент стратегического и международного менеджмента	3,00	114	30	30A				
<b>Elective Professional Block (Major)</b>				<b>12,00</b>	<b>456</b>	<b>98</b>	<b>20</b>	<b>40</b>	<b>38</b>		

Дополнение профессионального модуля				12,00	456	98	20	40	38		
1	Project Seminar "SWOT Analysis"	C	департамент стратегического и международного менеджмента	2,00	76	20			20A		
2	Career Guidance Seminar "Managerial profession in the modern world"	C	департамент стратегического и международного менеджмента	4,00	152	40	20	20A			
3	Digital Literacy	C	департамент операционного менеджмента и логистики	6,00	228	38		20	18A		Online Course
<b>English</b>						<b>2</b>					<b>2</b>
<b>Optional Courses</b>											
1	English	O		8,00	304	128	20	28A	40	40A	Foreign language, Credits only to the cumulative rating
<b>Examinations</b>						<b>2</b>					<b>2</b>
1	English Language Integrative Exam	C	School of Foreign Languages			2				2A	Foreign language
<b>General Courses</b>				<b>9,00</b>	<b>542</b>	<b>222</b>	<b>80</b>	<b>70</b>	<b>36</b>	<b>36</b>	
<b>Optional General Courses</b>				<b>8,00</b>	<b>304</b>	<b>60</b>	<b>26</b>	<b>34</b>			
1	General Course Elective	E		4,00	152	30	14	16A			
2	Psychology	C	Department of Psychology	4,00	152	30	12	18A			Online Course
<b>Core General Courses</b>				<b>1,00</b>	<b>238</b>	<b>162</b>	<b>54</b>	<b>36</b>	<b>36</b>	<b>36</b>	
1	Safe Living Basics	C	центр поддержки студенческих инициатив	1,00	38	18	18A				Online Course
2	Physical Training	C	Department of Physical Training		200	144	36	36	36	36A	
<b>Internship</b>				<b>5,00</b>	<b>190</b>						<b>2</b>
<b>Project Internship</b>				<b>5,00</b>	<b>190</b>						<b>2</b>
1	Course Project "SWOT Analysis"	C		5,00	190	2				2A	

**Curriculum agreed:**

Academic Supervisor MURAVSKIY D.V. 16.05.2022

Dean KATKALO V.S. 16.05.2022

Head of Degree Programmes Development Office MAMONOVA M.A. 19.05.2022

\* Subject type:

Compulsory course

C

Elective course

E

Optional course

O